



Joaquina Garrote Gasch

UX & UI DESIGNER

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LinkedIn · Behance · Dribbble

Profile

UI & UX designer with more than 10 years of experience working as a web & graphic designer for social and cultural organisations. With a background in visual arts, I strive for products that are beautiful and usable.

Tools

Sketch, Photoshop

InVision, Marvel, Zeplin

InDesign, Illustrator

Wordpress, HTML5, CSS3

Google Analytics, Usability Hub

Skills

User-Centered Design

Usability Analysis

User Research

Information Architecture

Wireframing & Prototyping

User testing

UI & Interaction Design

Front-end development

Graphic design & Illustration

Contemporary Art

Languages

Spanish & Catalan

German

English

Education

2018 **UX Design Certificate**
Febr. - Oct. / Career Foundry

2016 **Online Marketing Course**
Oct. - March 2016 / K.I.Z. Berlin

2013 **Web Design Course**
Febr. - Juny / G.P.B. Berlin

2016 **Diploma Visual Arts**
Universidad San Carlos. Valencia.
2002 - 2003 Hogeschool
S'Hertogenbosh. Holland

Experience

UI -, UX & VISUAL DESIGNER Freelance

2013 - Present

Tasko 2018

UX & UI design of a task management web app. Responsible for all steps in the design process: competitor analysis, user research, personas, M.V.P, Information Architecture, user journeys, sitemap, paper wireframes, rapid prototyping, usability tests and design iterations based on test results and feedback. Style guide design. High-fidelity mock-ups, data tracking and analytics. I designed this web app during my UX design course with Career Foundry.

iFix it 2018

Run an heuristic evaluation of 3 main website features. Identified usability problems and wrote a report assessing overall user experience of the website. This evaluation was runned during my UX design course with CareerFoundry.

Kunst-Stoffe e.V. 2017

Redesign of a new responsive website. User interface design. Sitemap, wireframes and mockups. Design and illustrations of assets, definition of a UI style guide. HTML and CSS customisations.

EFC GmbH 2016

Redesign of the website. IA and responsive UI Design. Interactive prototypes & mockups.

Liquid Democracy e.V.

User interface design of the mobile App „e-Vote“. Interactive prototypes. (Test)

WEB DESIGNER Freelance

2013 - 2018

Lead the creation of responsive websites from their conception until their final realization and launch. The process would typically include: server and domain configuration. WordPress and a WP theme installation and configuration. Adaptation the theme to clients needs through HTML5 & CSS3 customisations. Child theme development. Plugin configuration to boost website performance and SEO. Eventually logo and advertisement materials design.

Clients I have made websites for: **Kunst Stoffe, Repair Café Soldiner Kiez, Escuela Tenades, Clebio Oliveira, Repair Café Soldiner Kiez, Lena Rosa Händle, Normen Perke, Salud Naturista, Automatic Generators, Musculcat.**

GRAPHIC DESIGNER Freelance

2007 - 2017

Created advertising, editorial and corporate identity materials for a variety of projects.

Customers: **Kunst-Stoffe, Lesbenberatung, Unesco, German-Watch, Repair Café Soldiner Kiez, Neukoelln Import, JBR Kunst und Design, Ideen Aufruf**

GRAPHIC DESIGNER Internships

2006 - 2008

Open Space Gallery. Berlin. 2007 - 2008

Created print and advertisement materials for art exhibitions and events. Updated website regularly.

Thematica Events. Valencia, Spain 2006 - 2007

Designed large canvases (up to 10m long), posters, flyers and C.I. materials for cultural events festivals and events in Valencia. Some examples were „La Mostra de Valencia“, „DJ Sessions in Monasteri de la VallDigna“, „Multaca de les tres cultures“, etc. Thematica's main customer was the city of Valencia.

VISUAL ARTIST Freelance

2003 - 2016

Produced plenty of art works (mostly paintings, wall paintings, drawings and comics) and took part in multiple group and solo exhibitions. Sold up to 75% of the artworks in a couple of solo exhibitions.

Collaborated with renowned artists like Esra Ersen, Benjamin Vendonk and Ella Berent creating their artwork.

Got artwork (and collaborations) exhibited in **Turkey (Istanbul Biennale)**, **The Netherlands (E.K.W.C - European Ceramic Work Center, The Hogeschool's Hertoggenbosh)**, **New York (Public Library)**, **Berlin (H.K.W. -Haus der Kulturen der Welt, Willy-Brand-Haus Atrium, Neurotitan, BRIGHT Show, W.I.R. Gallery)**, **Spain (M.U.V.I.M -Museo De Arte Moderno de Valencia, Galería Sala Naranja, Ca Revolta, Palacio Pineda)** **Finnland (Comic Center, Helsinki)** and **Lithuania (LGL Library, Vilnius)**.

Art published in art and cultural magazines like „Belletristic“ (Berlin) or „Lamono“ (Barcelona, along with an interview). The animation „Professional Smoker“ got selected to be screened in the *Entzaubert Film Festival* in Berlin.

Won the art public price „Art Public, Universitat Pública“ in Valencia, with funding money for an exhibition and a catalog.